

Tabrona is recognised in Yorkshire as a Leader in Diversity, Fundraising and Outreach Consultancy

TABRONA
Marketing & Fundraising Solutions

Tabrona Limited works in the heart of the community helping businesses and not-for-profit organisations to access funds to grow and develop. We work with a diverse range of people and communities to build relationships with hard to reach individuals and marginalised groups.

Top 10 Tips

NOVEMBER 2010: Maximise your online donations

1. There are many online giving sites like www.guidestar.org.uk or www.aliveandgiving.com or www.rememberacharity.org.uk
2. The most recognised and easy to use is www.justgiving.com I recommend you set up an account and create the link to your donation request
3. The best fundraising email requests tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate.
4. Explain why your charity/ community group/ campaign deserves support and what their donations will buy, eg: £10 will buy a school desk or £20 will help restore someone's sight.
5. Real photos of your services (not clip art or stock images) make your request much more engaging. Even better — add your own YouTube video. It gives you lots of scope to be funny/ tear jerking/ imaginative and compelling and gives your supporters a good reason to
6. Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. Use your own email system to set up groups, send emails to large numbers of people and keep your communications personal. Potential supporters are more likely to open an email that comes from you than an email address they don't recognise
7. Always bear in mind that people tend to match the amounts already listed a donation page, ask a known generous donor to make the first gift
8. Add the link from your on line giving page to your website/ newsletter/ e-newsletter/ Twitter account/ Facebook group or LinkedIn account if you have them set up.
9. Add in a link to the online giving site to your electronic signature on your email, so every time you send an email you are letting people give to your good cause
10. Most important, send a personal email (if you have the address a hand written thank you note) and let your donor know what you have done with their donation and the various ways they can support you and your good cause. They are much more likely to remember you the next time they want to give to charity. You will then build a list of supported and regular donors. You never know, that individual could be thinking to make a very big gift.

If you are interested in a free consultation to discuss the needs of your organisation please call us (0113) 388 0070 or email mail@tabrona.co.uk

WWW.TABRONA.CO.UK